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special list



A Genuine
Rosa Rouletti
Smallest Rose
in the World
in Ivory Art
Gift Pot

FROM
LIFE

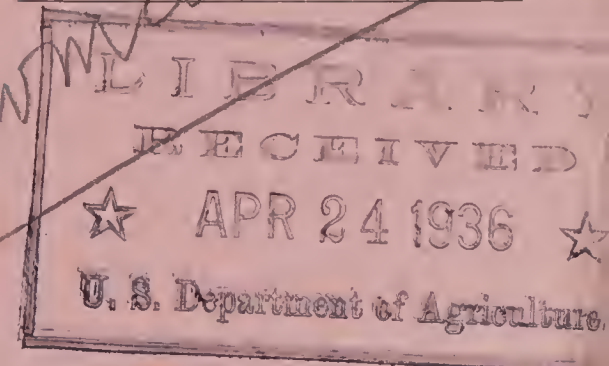
Rare
Gift
Plants

FROM
The LESTER ROSE GARDENS
MONTEREY, CALIFORNIA

SEC. 562, P. L. & R.
U. S. POSTAGE

PAID

Monterey, California
Permit No. 10



To

Bureau of Plant Industry
U.S. Dept. of Agriculture
Washington
D.C.



A mature, 2-year-old, blooming size genuine Rosa Rouletti, 2½ inches high, in 3-inch glazed gift pot.

The Ideal Gift Plant!
A Joy to the Invalid!

The Smallest Rose in the World!

The *Genuine*
ROSA ROULETTI

★ HERE is the Ideal Gift Plant, a real "Plant Jewel", the *genuine* Rosa Rouletti, a modern plant discovery from the Swiss Alps. It grows no more than a few inches high; a two-year-old blooming size specimen can easily be covered by a tea-cup! Yet it is an everbloomer, is easily grown, and is an ideal house plant. It has the daintiest of finely cut, dark green leaves and its perfect little flowers, borne on wiry, upright stems, open from exquisitely shaped dark red buds, and are double, fragrant, and of a delicate shade of rose pink. The open flower is no larger than a dime! Rosa Rouletti may be grown in the rock garden, for it is a hardy little rose, but its greatest charm is as a house plant. What could be more ideal as a gift to the invalid?

We pride ourselves on having the *genuine* Rosa Rouletti, a true miniature from Nature's laboratory that does not grow large and rank as does the little rose commonly sold under this name but which is nothing more than a type of the little "Fairy" rose (R. Lawrenciana).

We ship this precious little rose safely *anywhere*, well established in its pot which is large enough for permanent use, expertly packed in our safety carton (manufactured especially for this purpose), accompanied by directions for its care. In this way it reaches the most distant points of our country in perfect condition and will thrive and bloom without the otherwise big risk in transplanting. Gift cards enclosed if desired.

Blooming size plant, in pot, by mail.... \$1⁰⁰

Selected blooming size plant, in round glazed pot, ivory, black, green, blue or yellow, or in square ivory art gift pot shown on front of this folder, with saucer to match \$1⁵⁰

Sent PREPAID at the above prices anywhere within the 3rd zone; beyond that add 15c to partly cover added postage; east of Mississippi River add 25c.

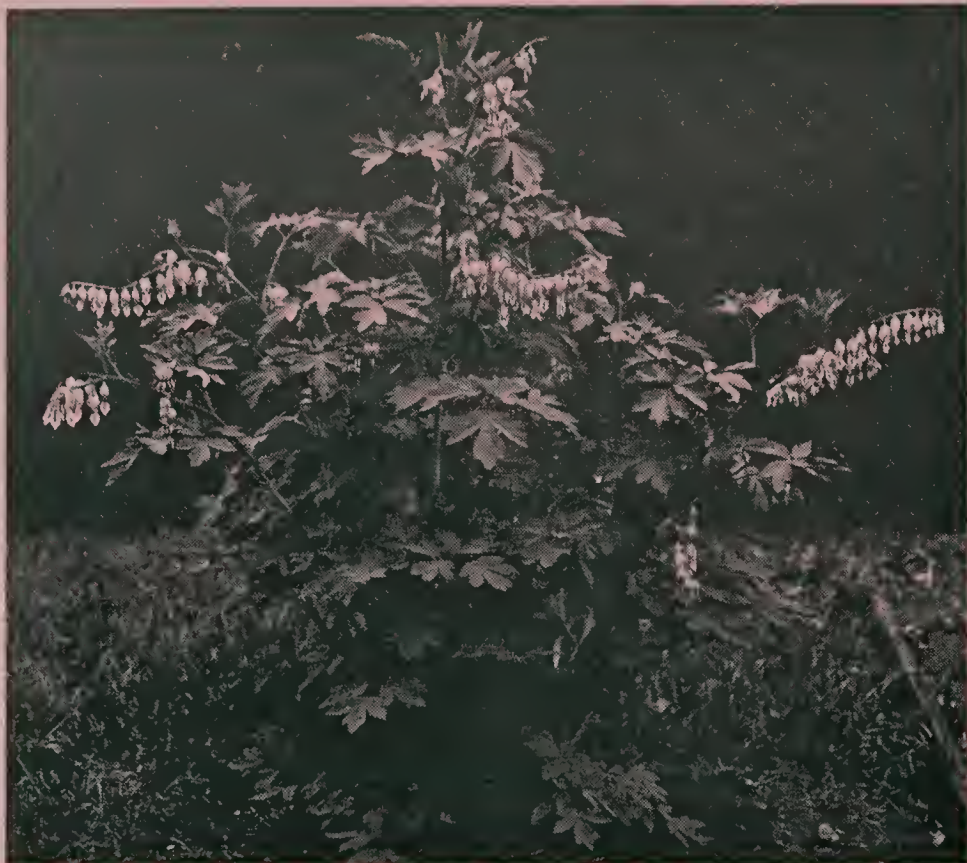


Rosa Rouletti packed in our heavy safety carton for distant shipment reaches you in perfect condition.

THE LESTER ROSE GARDENS

SPECIALISTS IN ROSES, FUCHSIAS,
GERANIUMS AND CAMPANULAS

MONTEREY, CALIFORNIA



One of our 3-year Bleeding Hearts a few weeks after planting.

The Graceful Old-Fashioned Bleeding Heart

There is no more beautiful garden perennial than this favorite of our grandmother's garden, with its handsome, deeply-toothed foliage and its long, arching sprays of bloom with their bright pink "bleeding hearts". The secret of success in western gardens with this great favorite is to plant, not the year-old, hot-house grown plants usually sold, but large 3-year-old clumps, undivided and full of flower buds, which is the only grade we sell. Many of our customers express surprise at the size of our plants and the profuse, vigorous blooming stems that come up within a few weeks after planting.

Large, undivided, 3-year Bleeding Heart clumps, with 4 to 8 flowering eyes; \$1 size, ea. **60c**
3 Clumps for \$1.50; 6 for \$2.85; 12 for \$5.50.

SENT PREPAID to 3rd zone; beyond that add 10c for one, 20c for 2, 25c for 3, 35c for 12. East of Mississippi, add 15c, 25c, 35c and 50c.

6 Fuchsias for 50c!

We have more than a hundred varieties of Fuchsias, another old-fashioned flower quickly coming back.

They are ideal as outdoor shade-loving plants in mild climates, or grown in pots indoors as almost continuous bloomers. To introduce we offer

6 Strong rooted Fuchsia cuttings, ready to pot and bloom quickly, assorted colors. **50c**
(State whether you want hardy sorts for outdoors or for indoor pot culture.)
PREPAID anywhere



The Golden Sea Dahlia

(*Leptosyne maritima*)

is an entire stranger to most gardens yet it is a glorious sight with its intense golden-yellow flowers that spring from the fern-like foliage on long stems the whole year round, but especially in the winter, in our milder regions. It is a long-keeping, beautiful cut flower; and unless severe frost prevents, grows as a perennial from year to year in large, bushy plants. It is well worth a trial.

Strong young transplanted plants, each..... **15c**

6 plants for 50c; 12 for 85c; PREPAID anywhere.
Fresh Seed, per packet, 15c.

Uncommon Seeds for Planting Now

A few valuable suggestions from our List of Rare Seeds, mailed free on request. We PREPAY mail charges.

BLUE GERANIUM (*G. sylvaticum*). Large, single blue flowers of great beauty, fine toothed foliage perennial. 25c.

CHILE JASMINE (*Mandevilla suaveolens*). Not a true Jasmine but the large white trumpet flowers have the same delicious fragrance and are more impressive in size. A splendid vine, hardy anywhere. Pkt. 25c.

EKLONIS (*Dimorpheteca Eklonis*). About the most useful of all the African daisies because an ever-blooming perennial (in mild climates) with long-stemmed white daisy-like flowers with dark blue center and lavender blue back. Fine cut flower. Pkt. 10c.

LINARIA. New scarlet and yellow hybrids; a glorious thing for mass planting. 25c.

RED COLUMBINE. Rare, deep wine-red flowers; a new and scarce hybrid aquilegia; very fine. 25c.

RED DATURA (*Datura sanguinea*). Rare South American plant attaining shrub size; bears continuously through the year 8-inch orange-and-scarlet trumpet flowers; starts blooming young. Pkt. 25c.

WILD FLOWERS OF CALIFORNIA. A prize assortment of the seven best sorts for planting now for spring and summer, bloom, sun or shade. Pkt. 25c. We can supply any kind of California Wild Flower Seed at 25c per packet.

SPECIAL OFFER. \$1.25 selection from foregoing, prepaid for \$1.00.

The WORLD'S LARGEST TREE, 30¢!

Sequoia gigantea, recently selected by national vote as America's National Tree; grows over 300ft. diameter, over 300 ft. tall; is the patriarch of the entire tree & plant kingdom! Growing specimens are the oldest living thing on earth! Most beautiful of all evergreens with juniper-like foliage; hardy in New York. It should be in every garden!

Sequoia sempervirens is the California Redwood, less hardy than S.gigantea but a magnificent tree for mild climates, with dark green fragrant foliage. Grows to over 300 ft.

THIS SPECIAL OFFER TO YOU:
Return this slip and we will mail you PREPAID, well packed, a 50¢ 5to9inch S. gigantea or S.sempervirens FOR ONLY... 30¢ or BOTH for 60¢. Just check offer wanted, write name and address on back of this slip, enclose coin and mail to

THE LESTER ROSS GARDENS
MORRIS, Calif.

[illegible]



Bloom of *C. Rotundifolia Olympica*

5 Choice CAMPANULAS

Here are five of the best, easily-grown, long-season-blooming, hardy perennial Campanulas for the average garden. They reward you with glorious bloom and ask for no special care. One year plants, to plant now and bloom the first season.

C. GRANDIS. Probably the easiest of all Campanulas to grow. 3 to 4 feet tall with 3-inch saucer-shaped flowers of rare China blue, borne profusely.

C. MURALIS. A trailer, to 6 inches in height, with dark foliage in dense tufts and purple-blue bell flowers all season long. Ideal for border or rock garden.

C. PERS., MOERHEIMII. To 4 ft. Fine novelty with majestic spikes of pure white bell-flowers 2 to 3 inches wide.

C. PERS., TELHAM BEAUTY. Like the preceding but with flowers of an exquisite pale blue.

C. ROTUNDIFOLIA OLYMPICA. The new, glorified form of the English harebell; pale blue flowers on tall wiry stems. Compact habit, very drought resistant, fine for rock garden, long season bloomer. (See illustration.)

PRICES FOR ABOVE CAMPANULAS, alike or assorted: Strong year-old heavily rooted plant-clumps, PREPAID to 3rd zone, each 20c; 6 for \$1.00; 12 for \$1.75. Beyond 3rd zone add 5c for 1, 15c for 6, 25c for 12. East of Mississippi add 8c for 1, 20c for 6, 30c for 12.

4 GARDEN TREASURES FROM OUR PRIVATE COLLECTION

What could be a more appreciated gift plant than a few of these choice garden beauties?

ENGLISH DOUBLE LAVENDER PRIMROSE. New and rare; large, very double, true primrose flowers of rich lavender; long season bloomer, drought resistant, pest free perennial. One strong plant prepaid anywhere 50c; 3 prepaid to 3rd zone for \$1.00; 6 for \$1.85. Beyond 3rd zone add 10c for 3, 20c for 6.

HEAVENLY BLUE LITHOSPERMUM. Evergreen Alpine prostrate shrub-plant covered during winter, spring and early summer with large flowers of the most wonderful intense blue imaginable. A plant

treasure, not hard to grow in pot or rock garden. Each prepaid anywhere 50c; 3 prepaid to 3rd zone \$1.25; 6 for \$2.00. Beyond 3rd zone add 10c for 3, 20c for 6.

ORANGE SHRUB MIMULUS (*Diplacus glutinosus*). Very rare pot or garden plant in England and the east; bears large, long tubular flowers of bright orange all season. Strong small plants, each, prepaid anywhere, 25c; 3 for 60c; 6 for \$1.00.

TRANSVAAL DAISIES. A fine hybrid strain of these all-season blooming Gerberas in the most brilliant hues and pastel shades. Strong 2-year-old plants, prepaid anywhere, each 15c; 6 for 75c; 12 for \$1.25.

50c GOLDEN CALLA LILIES, 25c

Special Offer—The true *Calla Elliottiana*, white spotted leaves and true golden yellow flowers; highly prized as pot plant. Selected bulbs about 2 inches wide, regular price 50c each, prepaid anywhere 25c; 3 for 60c; 6 for \$1.00. (Beyond 3rd zone add 10c for 3, 15c for 6.)

Fill Out, Clip off and Mail this Convenient

ORDER BLANK

(Date)

THE LESTER ROSE GARDENS, Monterey, Calif.

Ship.....to the address below: (Unless otherwise specified we ship on receipt of order.)

.....\$.....
.....\$.....
.....\$.....
.....\$.....
.....\$.....
.....\$.....
.....\$.....
.....\$.....

Add 3% Sales Tax on all Calif. orders \$.....
Add extra postage where specified for
mailing beyond 3rd zone.....\$.....

Remittance enclosed for.....TOTAL \$.....

(Your Name)

(Address)



The Pink Passion Vine

Little known but one of the fastest growing of all ornamental flowering vines for mild climates. A small plant will, in a few months, cover a large trellis or porch, and it is an ideal vine to grow up through large trees. In severe climates frost will cut it back but with protection it will quickly grow up from the base again. The strikingly beautiful pink flowers with golden stamens hang down in great profusion and are followed by large oval, yellow fruits that are edible. The foliage is uncommonly attractive. The easiest to grow of all the Passion Vines.

STRONG PLANTS from pots, 6 to 12 inches tall or over, PREPAID to 3rd zone, each 30c; 4 plants for \$1.00. Beyond 3rd zone, anywhere, add 10c for one, 20c for 4.

PINK PASSION VINE SEED. We can furnish a limited quantity of the above Pink Passion Vine seed (*Passiflora mollissima*), per packet, prepaid (2 pkts. for 25c) each, 15 cents.

4 Large 2-year Roses for \$1.00

Here is our best "Get Acquainted" Rose offer! Strong, field-grown, large size, budded roses that regularly retail at 35 to 50 cents each—sent you *prepaid* in your selection of varieties, 4 for \$1.00, 12 for \$2.75. All are bush roses of proved quality for ordinary garden planting, ever-bloomers and disease resistant; we have selected the varieties for this offer with great care; most of them are superior to the gaudily advertised, high priced "patented" roses.

EASY TO ORDER. Simply underscore your choice of varieties, tear off this page, fill out order blank on other side, and mail. Gift cards enclosed if desired.

AUTUMN, intense burnt-orange; CECILE BRUNNER, small, pink "Sweetheart" rose; DUCHESS OF ATHOL, deep orange; GOLDEN DAWN, new, very double yellow; GOLDEN EMBLEM, finest deep yellow; ETOILE de HOLLAND, finest fragrant scarlet-red; LADY FORTEVIOT, new gold-apricot; LOUISE C. BRESLAU, large shrimp-pink; PRES. HOOVER, large orange-gold-pink; QUEEN ALEXANDRA, fiery vermilion and old-gold; SHOT SILK, two-toned orchid-rose and orange; TALISMAN, orange and scarlet.

Any 4 for \$1.00! Any 12 for \$2.75!

Expertly pruned and packed; PREPAID to the 3rd zone; beyond that add 10c for 4, 20c for 12. East of Mississippi add 15c for 4, 30c for 12.

We consider the above to be the greatest rose value we have ever offered on large, first class dormant roses.

3 Rare Old-Fashioned Roses \$1.50

We specialize in the rare Old-Fashioned Roses, now coming into great popularity, and our new rose catalogue offers many hard-to-get, easy-to-grow varieties. Here is a special offer, made nowhere else, to introduce these rare old favorites:

One large, 2-year-old, budded specimen each of AUSTRIAN COPPER, shrub rose with the most fiery copper-red single flowers imaginable; the True EGLANTINE Rose, original Sweet-briar, deliciously fragrant foliage, pink flowers, brilliant scarlet fruits; and the GENUINE OLD PINK MOSS ROSE, exquisite moss-covered buds.

ALL 3 ROSES, regular price \$2.50, PREPAID for \$1.50. Beyond 3rd zone, add 15c; east of Mississippi, add 25c.

WANT OUR CATALOGS? FREE on request, our separate catalogs on Rare, New and Old Fashioned Roses; Fuchsias; Geraniums, Pelargoniums and Campanulas; Rare Seeds.